

Message Text

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PAGE 01 BONN 10727 281359Z

ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 MMO-04 /024 W

-----111243 281404Z /44

R 281348Z JUN 77

FM AMEMBASSY BONN

TO SECSTATE WASHDC 9385

INFO USMISSION USBERLIN

AMCONSUL BREMEN

AMCONSUL DUSSELDORF

AMCONSUL FRANKFURT

AMCONSUL HAMBURG

AMCONSUL MUNICH

AMCONSUL STUTTGART

UNCLAS BONN 10727

E.O. 11652: N/A

TAGS: BEXP, ECRP, XA, XC, XE, XF, XG, XM, XU

SUBJ: COMMERCIAL REPORTING - BEST PROSPECTS

REF: (A) CERP 1216, (B) STATE 124698

1. REFTEL REQUESTED BONN AND OTHER POSTS WORLD-WIDE PREPARE ANNUAL BEST PROSPECTS REPORT FOR DELIVERY NLT SEPTEMBER 15, 1977, RATHER THAN CUSTOMARY NOVEMBER 15 DATE. REASON CITED WAS NEED FOR LONGER LEADTIME FOR USDOC/BIC PLANS.

2. AT COUNTRY COMMERCIAL PROGRAM MEETING HELD IN BONN JUNE 15-16, THIS REQUEST WAS DEBATED. CONFERENCE ATTENDEES, INCLUDING USDOC/BIC COUNTRY MARKETING MANAGER (CMM) FOR GERMANY/AUSTRIA, REPS FROM STATE (E-B AND EUR), EMBASSY COMMERCIAL COUNSELOR AND E-C REPS OF ALL POSTS IN WEST GERMANY AND BERLIN, AS WELL AS USTS (FRANKFURT) AND THE US INTERNATIONAL MARKETING CENTER (COLOGNE) UNANIMOUSLY UNCLASSIFIED

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RESOLVED THAT, IN THE SPECIAL CASE OF GERMANY, MEANINGFUL REPORTS COULD NOT RPT NOT BE PREPARED BY SEPTEMBER 15, MAINLY BECAUSE JULY AND AUGUST ARE THE TRADITIONAL VACATION MONTHS IN GERMANY AND MOST KEY SOURCES OF INFORMATION WILL BE UNAVAILABLE. FURTHERMORE, MISSION AND USDOC/BIC ARE NOW AGREED ON DETAILS OF PROMOTIONAL PLANS FOR WEST GERMANY

THROUGH FY 78 (INCLUDING SIX PRODUCT EXHIBITIONS
AND FIVE GROUP TRIPS TO US FAIRS BY GERMAN BUYERS).
WE HAVE, MOREOVER, RECENTLY SUBMITTED OUR TENTATIVE
PROPOSALS FOR USDOC PARTICIPATION IN PROJECTIONS OF
GERMAN TRADE FAIRS FOR THE NEXT FIVE YEARS.

CONFERENCE UNANIMOUSLY FELT THAT THE BEST PROSPECT
REPORT, OUR MOST IMPORTANT AND TIME-CONSUMING ANNUAL
RESEARCH EXERCISE, WAS TOO IMPORTANT TO DO HASTILY.
CMM FOR GERMANY/AUSTRIA AND STATE REPS ALSO CONFIRMED
THAT THEY WOULD PREFER TO RECEIVE A SUPERIOR
PRODUCT IN NOVEMBER AT THE COST OF A TWO MONTHS
REPORTING DELAY.

3. UNLESS, THEREFORE, OTHERWISE INSTRUCTED, EMBASSY
WILL SUBMIT COORDINATED MISSION REPLY BY NLT
NOVEMBER 15, 1977.
STOESSEL

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